

Dr. Abhijeet Singh

Profile of Dr. Abhijeet Singh

- Dr. Abhijeet completed his MBA from Symbiosis Centre for Information Technology-Symbiosis International University with IT Business Management as specialization.
- HE Pursued PHD in Strategic Business Alignment and IT Business Value: A study of role of IT in Strategic Business Alignment in Banking sector of India.
- Currently, working as a Assistant Professor with MBA Department, LJ Institute of Management Studies, Ahmedabad affiliated to Gujarat Technological University.
- He was the COO of LJ Knowledge Foundation Antrapreneur .The Business Incubator at LJK where he was responsible in setting up the business incubator and have helped commercialized 6 projects till date.
- Founded a business venture called Mokshshil which has been doing very well and has been covered in more than 45 print, radio and electronic media across the nation.
- Also helped startups and SMEs conduct feasibility studies, research and commercialized their business venture as part of my consulting assignments.

Topic: GROWTH AND DEVELOPMENT OF SMALL AND MEDIUM SCALE ENTERPRISES THROUGH SALESMANSHIP

Introduction to topic

The roles of small – scale business as a catalyst to the development of growth of a nations economy but cannot be over emphasized. This has been demonstrated in economy of nations like Japan, Indonesia, South Korea, Malaysia among others. Bearing this fact in mind and having a careful look at the problems facing this important sector of the economy in Nigeria, paramount among is the issue of inadequate and often been described as the life blood of any business ventures “*Finance*”. The overall impact of funds on the

rapid growth and development of small – scale business has consistently been a cause of concern to the industrialist. A critical assessment of this sector clearly revealed how the issue of inadequacies has constituted a major predicament to the successful growth of small-scale business in our country.

Session

Many people want to become their own boss someday. This goal serves as an incentive for millions to become business entrepreneurs most especially now that people have come to realize that it does not pay much to work as civil servant. But rather think of operating businesses of their own.

In recent times in this country, government (federal and state) level have championed the campaign for individuals especially the unemployed ones to become creative and bring to a halt the searching for a *White Collar Jobs* that are not available; rather people should engaged themselves in thinking of how to get themselves involved in doing one thing or the other on their own in order to create employment for themselves and if possible employ other people.

Learning outcomes from students perspective

The importance and roles which small-scale business played in developing economy is so vast that this vital sector cannot ordinarily be relegated to a weak background. The word small-scale should not be in any way reflect the importance of this sector. This sector will be more beneficial for restricting our growing industrial economy in the short run than large industries. Small-scale business provides more employment for unit of capital invested because they are generally more labor intensive than large-scale business.